



CAPACITY-BUILDING ACTIVITIES FOR TARLAC CITY, PROVINCE OF TARLAC



**Data Gathering
Workshop**



**Website
Management
Training**

PARTICIPANT BRIEFER

BALINKBAYAN CAPACITY-BUILDING ACTIVITIES FOR TARLAC CITY

25 October 2023

Executive Board Room, City Government of Tarlac,
Province of Tarlac

10:00 – 10:30 AM **Registration**

10:30 – 10:40 AM **Opening Ceremonies**

10:40 – 10:50 AM **Welcome Remarks**
MAYOR CHRISTY ANGELES
Tarlac City Government

10:50 – 11:00 AM SECRETARY ROMULO V. ARUGAY
Chairperson, CFO

11:00 – 11:20 AM **Signing of Memorandum of Agreement
between the CFO and Tarlac City and
Turnover of Computer Set**

11:20 – 11:40 AM **BaLinkBayan Project Overview**
DIRECTOR MARITA DEL ROSARIO-APATTAD
Project Management Division, CFO

11:40 – 1:00 PM **Lunch Break**

1:00 – 4:00 PM **BREAKOUT SESSIONS:**

Data Gathering Workshop
MS. PATRICIA MARIE M. SALVADOR
Senior Emigrant Services Officer, CFO

Website Management Training
MS. MA. AUXILIUM OBISPO II
Information Systems Analyst III, CFO

4:00 – 4:15 PM **Closing Remarks**
ATTY. JOSELITO CASTO
Legal Officer, Tarlac City

DATA GATHERING WORKSHOP

OBJECTIVES



- Introduce the BaLinkBayan Project to LGU officials
- Present the LGU's programs and services to overseas Filipinos
- Instruct participants on how to use the localized BaLinkBayan webpage to promote migration and development programs in their areas
- Gather pertinent data to incorporate into the localized website content.

SUGGESTED ATTENDEES

- Office of the Mayor
- Office of City Administrator
- Social Welfare Office
- Public Employment Services Office
- Planning Office
- Local Economic and Investment Planning Office
- Tourism Office
- Business Permit and Licensing Office
- Assessor's Office
- Livelihood Office
- Public Information Office
- Health Office
- Education Office
- Other relevant offices as may be deemed necessary by the LGU and have services or programs for overseas Filipinos



WHAT TO BRING

- Laptop with charger and extension cord
- Brief presentation outlining migration-related programs and services offered by your office/division
- Both digital and physical copies of the requested data/information (as listed below)

REQUESTED DATA/INFORMATION

THAT WILL BE UPLOADED ON THE LOCALIZED WEBSITE

M&D Related Data

- Number of OFs (permanent, temporary, undocumented)
- Migrant organizations
- Legislations

Business and Investments

- Locally available business/investment opportunities
- Livelihood programs
- Investment Incentives
- Business groups and registered cooperatives in your LGU
- OF Success Stories

Donate and Volunteer

- Call for Donations
- Online donation gateway
- Philanthropic Opportunities (e.g. scholarships, infrastructure)
- Volunteering Opportunities (e.g. medical and dental missions)
- Fundraising activities

Online Local Government Services

- Real Property Tax System
- Business Registration & Licensing
- Senior Citizen Registration

Employment

- Recruitment Activities
- OFW Migrant Desk

Social and Welfare Programs

- Psychosocial services (counseling, assistance to nationals)
- Calamity Relief and Rehabilitation

Tourism

- Tourist spots and attractions
- Immersion Programs

***Please bring soft or hard copies of the data mentioned above**

WEBSITE MANAGEMENT TRAINING

OBJECTIVES



- Empower website managers with technical and content-related skills in maintaining and updating Tarlac's localized BaLinkBayan webpage
- Guide participants on administering and managing the localized BaLinkBayan website
- Enable participants to apply their learnings and gain hands-on experience in managing their localized website

SUGGESTED ATTENDEES

- IT Department/Office
- Content Managers



WHAT TO BRING

- Laptop with charger and extension cord
- Brief presentation of the programs and services offered by the represented office/division
- A list of requested data/information

WHAT TO DO BEFORE THE TRAINING

- Send an email to amobispo2@cfo.gov.ph with the following details:
 - Full Name
 - Position & Office/Department
 - Familiarity with WordPress on a scale of 1-5 (with 1 as little to no knowledge)

REMINDERS TO ALL PARTICIPANTS

- To ensure that we can finish on time, please arrive promptly.
- Please remember to bring the items listed in the requirements.
- Meals to all participants, including AM & PM snacks and lunch, will be served

LGU FOCAL PREPARATIONS

- Send invitations to relevant departments, offices, and divisions within and outside the LGU
- Confirm the attendance of the participants
- Secure a venue that has ample space for both plenary and breakout sessions
Provide a basic sound system and workshop setup

CFO PREPARATIONS

- Prepare required materials and presentations for plenary and breakout sessions
- Effectively facilitate program, workshops, and training sessions
- Arrange and provide meals for participants

Project History & Overview



The increasing inflows of remittances from Overseas Filipinos (OFs) served as one of the profound tenacities of the Commission on Filipinos Overseas (CFO) to convert remittances to more sustainable productive channels through investment and entrepreneurship.

Thus, in 2013, the CFO launched the **BaLinkBayan** as the OFs' one-stop online portal for diaspora engagement, offering an integrated and unique platform to re-engage with the Philippines through the diaspora initiatives of the CFO. Examples of these programs that are part of the portal are diaspora philanthropy, medical mission coordination, and business and investment opportunities for OFs.

The portal addresses the concerns of many migrants and their families in investing but would need information and directions to make their money work for them on a sustained basis as there is an absence of a developed government website portal for the purpose of assisting overseas Filipinos to invest in the Philippines.

A locally-funded national E-Government Project, the term BaLinkBayan is a play on the Filipino words *Balikbayan* (returning migrant), *balik* (return), *bayan* (country), and the English word "Link," which refer to the World Wide Web. As a portal for diaspora engagement, it seeks to bring together 10.24 million Filipinos in the diaspora into an integrated and comprehensive platform that taps into their knowledge, expertise, skills, networks, material, and financial resources to contribute to the development of the Philippines.

BaLinkBayan works at two levels. First, it links Overseas Filipinos (OFs) to development-oriented diaspora initiatives in the Philippines, and second, it provides options for business and investment opportunities both at the national level and in their respective hometowns. The latter would link, among others, to automated transactional processes at the LGU level. With the implementation of Phase III, the project focuses on direct engagement with OFs by tapping distinguished Filipino communities and organizations.

The BaLinkBayan was designed to highlight and promote the Philippine government's services for overseas Filipinos. Specifically, it intends to serve as the go-to website of overseas Filipinos wishing to engage in activities in the Philippines while abroad, or planning to go back to the Philippines. It aims to guide them and their families as they begin the process of reintegration or to enhance their socio-economic ties with the Philippines.

Portal's Features



**Start a
Business**



**Donate and
Volunteer**



**Access Online
Government
Services**

OVERSEAS FILIPINOS as Development Actors

REMITTANCES

INVESTMENTS

PHILANTHROPY

SKILLS
TRANSFER

Perceived Benefits

1

Increased visibility of the LGU's programs and services

2

Closer ties between Motherland and overseas Filipinos

3

More business and investment opportunities for overseas Filipinos

4

More engagement of organization in assisting and developing communities in the Philippines

BaLinkBayan

Overseas Filipinos' One-Stop Online Portal for Diaspora Engagement



Office of the President of the Philippines
COMMISSION ON FILIPINOS OVERSEAS

www.balinkbayan.gov.ph

www.facebook.com/cfobalinkbayan